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Bogor Guesthouse By ARBA

Rednote Search Visibility Audit

Audit period: November 2026

DAISY VISIBILITY INDEX

0 /100

LOW VISIBILITY

Visibility is currently in the low visibility band, with clear upside from stronger keyword coverage, owned content presence, and sentiment-led proof.

EXECUTIVE READOUT

- Bogor Guesthouse By ARBA holds 0% blended non-branded search visibility, ranking -; the current leader Pullman Ciawi Vimala Hills Resort Spa & Convention holds 10.7%.
- Branded search visibility is 0%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 0%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
0%
Ranks - blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
0%
0/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
0% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
10.7%
Pullman Ciawi Vimala Hills Resort Spa & Convention leads at 10.7%, ahead by 10.7%.

2 SHARE OF VOICE Non-Branded Search Visibility

Bogor Guesthouse By ARBA records 0% blended SOV, ranking -, while Pullman Ciawi Vimala Hills Resort Spa & Convention leads with 10.7%. The category remains fragmented, with "Other" brands accounting for 41.8% of visibility.

Search terms: Broad Search: Bogor hotel recommendations • Narrow Search: Hotels near Bogor Botanical Gardens

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Pullman Ciawi Vimala Hi.	10.7%
2	Novotel Bogor Golf Reso.	9%
3	R Hotel Rancamaya	5.7%
4	Villa Top View	5.7%
5	De Boekit Villas	4.9%
6	JSI Resort	4.9%
7	Royal Tulip Gunung Geul.	4.9%
8	Ibis Styles Bogor Raya	4.1%
9	Swiss-Belhotel Bogor	4.1%
10	Villa Aman D'sini	4.1%
	Other	41.8%

Brand SOV 0% Brand Rank - Total Brands 49 Avg. SOV 2%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Novotel Bogor Golf Reso.	7.1%
2	Pullman Ciawi Vimala Hi.	5.4%
3	R Hotel Rancamaya	5.4%
4	De Boekit Villas	3.6%
5	Ibis Styles Bogor Raya	3.6%
6	JSI Resort	3.6%
7	New Season Square Hotel	3.6%
8	Royal Tulip Gunung Geul.	3.6%
9	Swiss-Belhotel Bogor	3.6%
10	Villa Aman D'sini	3.6%
	Other	57.1%

Brand SOV 0% Brand Rank - Total Brands 42 Avg. SOV 2.4%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Pullman Ciawi Vimala Hi.	15.2%
2	Novotel Bogor Golf Reso.	10.6%
3	Villa Top View	9.1%
4	De Boekit Villas	6.1%
5	JSI Resort	6.1%
6	R Hotel Rancamaya	6.1%
7	Royal Tulip Gunung Geul.	6.1%
8	Ibis Styles Bogor Raya	4.5%
9	Radjendra Resort & Rest.	4.5%
10	Royal Safari Garden	4.5%
	Other	27.3%

Brand SOV 0% Brand Rank - Total Brands 20 Avg. SOV 5%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

0%

Bogor Guesthouse By ARBA appears in 0/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL

0%

No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
0%	0%	0%

WHAT PEOPLE ARE SAYING

Positive: No theme available.

Neutral: No theme available.

Negative: No theme available.

5 OPPORTUNITIES

1 Capture broad discovery demand
Bogor Guesthouse By ARBA ranks - in broad search with 0% SOV, while Pullman Ciawi Vimala Hills Resort Spa & Convention leads at 15.2%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
Bogor Guesthouse By ARBA appears in 0/40 branded-search posts (0%). Add official-page and KOC content that repeats the full hotel name, location, and distinct proof points so branded queries reliably surface the property.

3 Launch an owned Rednote presence
No detected Rednote account is connected to this brand. Creating or linking an official account is an opportunity to own branded-search results and provide clear booking, amenities, and location proof.

Near-term goal: move from 0 / 100 to 12-22 / 100 through keyword-led content, KOC proof, and stronger brand association.